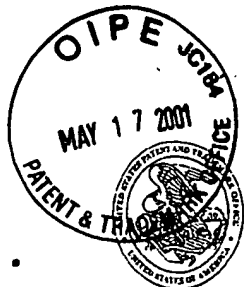


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## UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/785,095	02/16/2001	Paul H. Feinberg	SONY 3.0-030

 000530  
 LERNER, DAVID, LITTENBERG,  
 KRUMHOLZ & MENTLIK  
 600 SOUTH AVENUE WEST  
 WESTFIELD, NJ 07090

 Due  
 16 MAY 2001  
 SSW

CONFIRMATION NO. 6178

## FORMALITIES LETTER



\*OC000000005871213\*

Date Mailed: 03/16/2001

## NOTICE TO FILE CORRECTED APPLICATION PAPERS

***Filing Date Granted***

This application has been accorded an Application Number and Filing Date. The application, however, is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given TWO MONTHS from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a)

The required item(s) identified below must be timely submitted to avoid abandonment:

- Substitute drawings in compliance with 37 CFR 1.84 because:
  - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. ( 5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

*A copy of this notice MUST be returned with the reply.*

Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 1 - ATTORNEY/APPLICANT COPY

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PATENT  
SONY 3.0-030

0300  
(3)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of :  
Paul H. Feinberg :  
Application No. 09/785,095 : Group Art Unit: 2161  
Filed: February 16, 2001 : Examiner:  
For: SYSTEM AND METHOD FOR : Date: May 14, 2001  
PROVIDING CUSTOMIZED : Batch No.  
ADVERTISEMENTS OVER A :  
NETWORK :  
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Commissioner for Patents  
Washington, D.C. 20231

TRANSMITTAL OF FORMAL DRAWINGS

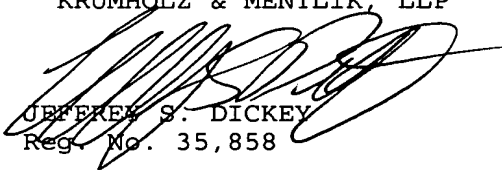
Sir:

Enclosed herewith are 2 sheets of formal drawings for filing in connection with the above-identified application. The formal drawings are submitted in order to correct the informalities listed in form PTO-948 and in response to a Notice to File Corrected Application Papers mailed on March 16, 2001.

In the event there are any fees due and owing in connection with this matter, please charge same to our Deposit Account No. 12-1095.

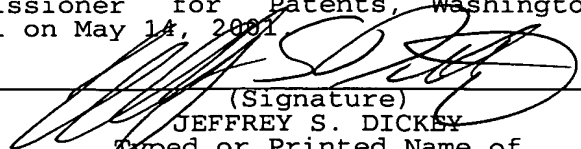
Respectfully submitted,

LERNER, DAVID, LITTENBERG,  
KRUMHOLZ & MENTLIK, LLP

  
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I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class mail in an envelope addressed to Commissioner for Patents, Washington, D.C. 20231 on May 14, 2001.

  
(Signature)  
JEFFREY S. DICKEY  
Typed or Printed Name of  
Person Signing Certificate